

The Influence of Online Shopping Experience, Customer Satisfaction and Adjusted Satisfaction on Online Repurchase Intention to Tokopedia Consumers in Surabaya

Lena Ellitan¹, Anthonius Richard²

^{1,2}Faculty of Business, Widya Mandala Catholic University, Surabaya, Indonesia

Abstract

Tokopedia is one of the applications that is in great demand by consumers. This study aims to examine the effect of online shopping experience, customer satisfaction and adjusted satisfaction on online repurchase intention of Tokopedia consumers in Surabaya. Based on the results of the analysis that has been carried out, it can be concluded that: Online shopping experience has a significant positive effect on customer satisfaction for consumers who shop at Tokopedia. Online shopping experience has a significant positive effect on adjusted expectations of consumers who shop at Tokopedia. Customer satisfaction has a significant positive effect on online repurchase intention on consumers who shop at Tokopedia. Adjusted expectations have a significant positive effect on online repurchase intention on consumers who shop at Tokopedia. Tokopedia, the stronger the consumer's desire to shop at Tokopedia will be. This means that the higher the consumer's expectations for Tokopedia, the stronger the consumer's desire to shop at Tokopedia will be.

Keywords

online shopping experience; customer satisfaction; adjusted satisfaction towards online repurchase intention



I. Introduction

Indonesia is one of the internet enthusiasts, which encourages the growth of the e-commerce industry to make e-commerce buying transactions. Tokopedia is one of the applications that is in great demand by consumers, because Tokopedia is one of the second favorite online shopping sites in Indonesia that carries the marketplace business model. Online stores focus that e-commerce refers to the use of electronic means and technology to conduct commerce (selling, buying, transferring, or exchanging products, services, and/or information), including in business, business-to-business, business-to-business interactions-consumer. Since its launch until the end of 2015, Tokopedia's basic services can be used by everyone for free. With the vision of "Building a Better Indonesia Through the Internet", Tokopedia has a program to support Micro, Small and Medium Enterprises (MSMEs) and individuals to develop their businesses by marketing their products online.

Tokopedia provides goods such as men's and women's fashion, electronic equipment, kitchen utensils, household appliances, sports equipment, baby equipment, office equipment, pulses, travel tickets and others (<https://www.tokopedia.com/>). Then Tokopedia cooperates with courier services to process the delivery of goods to consumers (Tokopedia's official blog, 2019). This makes many consumers shop at Tokopedia, because the products are according to their choice and the service is fast, so that it can have an impact on increasing consumers who will do online shopping experiences at Tokopedia. Even so, Tokopedia has many other e-commerce competitors, namely Lazada, Elevenia, Blibi.com, Bukalapak, Matahari mall, Alfacart, Blanja, JD.ID, Bhineka, Tokopedia has the second highest number of visitors after Lazada. At Tokopedia, sellers who open online stores can offer payment methods via transfer, Go-Pay, OVO, funds, on-site payments, so

that consumers make transactions to buy goods. Tokopedia has the second largest number of visitors after Lazada.

Changes in people's behavior in e-commerce is a challenge for companies to be able to meet the needs and desires of their consumers (Regina, 2018), stated that selling via the internet can also provide convenience, so that consumers do not have to struggle with traffic, do not need to look for parking spaces, and walk from shop to shop. When consumers go through the process of searching to buying the goods they need, experience arises. This is a personal event that has happened/been through on several occasions. Experience will arise when consumers use the internet, often shop online, and shop intensively on e-commerce. In addition, experiences can also be created based on word of mouth from family, friends/environments who have made purchases on e-commerce. Online shopping experience is an interaction or series of interactions, between consumers and a product, company or representative that leads to a reaction (Nurrahmanto and Rahardja, 2015). According to Nurrahmanto and Rahardja, (2015), the online shopping experience can be seen from the indications that consumers are satisfied with their previous online shopping experience, are happy with their previous online shopping experience and share their shopping experiences on online buying and selling sites with friends. This experience plays an important role in determining consumer perceptions. When consumers get a positive experience, the consumer gets a pleasant experience, he feels satisfied and will repurchase and recommend it to others. Previous research has proven that online shopping experience has an effect on customer satisfaction for online store users in Taiwan (Lin and Lekhawipat, 2014). Customer satisfaction is one of the main determinants in achieving company goals, which has a great influence on customer retention. Customer satisfaction is the level of consumer feelings after comparing with their expectations (Norhermaya and Soesanto, 2016). According to Baskara and Sukaadmadja (2016), consumer satisfaction can be seen from the indications that consumers are satisfied with the performance of online stores, consumers have a pleasant experience when shopping and shopping in online stores is a very right decision. When a consumer is satisfied with shopping at an online store, he will make a purchase again (online repurchase intention). Previous research has proven that customer satisfaction has an effect on online repurchase intention in online store users in Taiwan (Lin and Lekhawipat, 2014).

The online repurchase can provide an important role, namely intending to make return visits and consume the company's products. According to Norhermaya and Soesanto, (2016) repurchase interest which shows the consumer's desire to make repeat purchases in the future, can be seen from the indications that consumers can reuse online store sites, plan to repurchase on online store sites and look for return information about the product on the online store site.

Adjusted expectations are consumer expectations regarding the usefulness of a purchased product, whether it is in accordance with the reality of the product (Lagita and Briliana, 2018). Previous research has proven that online shopping experience has an effect on adjusted expectations of online store users in Taiwan (Lin and Lekhawipat, 2014). According to Lagita and Briliana, (2018), adjusted expectations can be seen from the indications that consumer expectations will be for improved sales services, more efficient transaction processes, ease of website search, product offerings that consumers expect, stores online is more informative and overall online shop provides a pleasant experience. When the online store program provided can increase consumer expectations, consumer repurchase will increase even more. Previous research has shown that adjusted expectations have an effect on online repurchase intention of online shop users in Taiwan

(Lin and Lekhawipat, 2014). Based on the background of the problem described above, a research will be conducted with the title "The Effect of Online Shopping Experience, Customer Satisfaction and Adjusted Satisfaction on Online Repurchase Intention of Tokopedia Consumers in Surabaya".

II. Review of Literature

2.1 The Effect of Online Shopping Experience on Customer Satisfaction

Customer experience in marketing according to Handayani and Aprilia (2015), views the customer as a rational and emotional person who focuses on the experience gained when using a product or service. This experience plays an important role in determining customer perceptions. In general, the customer's buying experience produces many positive outcomes, for example, customers who have a pleasant experience will feel satisfied and will buy the product again and recommend the product to friends and family. Meanwhile, Foster (2017) state that in order to increase consumer satisfaction in online purchases, marketers need to know the customer experience in the buying process. Satisfaction includes a person's feelings in making an online purchase. If someone is satisfied with a purchase that has been made, they are more likely to make a purchase again at the same place. This theory is in accordance with the research of Lin and Lekhawipat (2014), which proves that online shopping experience has an effect on customer satisfaction for online shop users in Taiwan. Foster's research (2017), also proves that online shopping experience has an effect on customer satisfaction for online fashion store consumers Zalora and Berrybenak in Bandung City.

2.2 Effect of Online Shopping Experience on Adjusted Expectations

According to Theresia and Wardana, (2019), if consumers experience a good feeling when shopping on a website, consumers will be willing to revisit the website. More specifically, the more often consumers experience positive experiences when shopping online, the higher their expectations for the future. Lin and Lekhawipat, (2016) also say that consumers' expectations and beliefs can be increased through cumulative shopping consumption experiences. After the product/service is consumed, consumers learn from the experience, and therefore their expectations will be adjusted. This theory is in accordance with Lin and Lekhawipat, (2014), which proves that shopping experience has an effect on adjusted expectations of restaurant consumers in Korea. Theresia and Wardana's research (2019), also proves that online shopping experience has an effect on adjusted expectations for Traveloka consumers who live in Badung Regency and Denpasar City.

2.3 The Influence of Customer Satisfaction on Online Repurchase Intention

According to Wicaksono et al., (2019) consumer satisfaction will be able to instill trust in them. The trust that is formed can trigger the customer's desire to make repeated purchases. Therefore, customer satisfaction has a positive impact on repurchase intentions. Regarding the online environment, customer satisfaction is an essential key related to increasing the level of consumer retention profits, and the long-term development of online stores (Lin and Lekhawipat, 2014). Consumer satisfaction has an important effect on repeat purchases. More specifically, satisfied consumers are more likely to make repeat purchases in the future than dissatisfied consumers. Therefore, related to the online environment, consumer satisfaction plays an important role in making decisions for online shopping consumers, influencing repeat purchases, and increasing repetitive purchases. This theory is in accordance with the research of Lin and Lekhawipat (2014), which proves that

customer satisfaction has an effect on online repurchase intention in online shop users in Taiwan. Research by Wicaksono et al. (2019), also proves that customer satisfaction has an effect on online repurchase intention on Distortion Merch Malang consumers.

2.4 Effect of Adjusted Expectations on Online Repurchase Intention

Adjusted consumer expectations are an effective tool for predicting repurchase behavior, which is influenced by cognitive judgments (Lin and Lekhawipat, 2014). In addition, Lin and Lekhawipat, (2016) also stated that the higher consumer expectations, this indicates better consumer expectations for online stores. This expectation will be able to strengthen repurchase intentions because consumers feel higher pleasure which is adjusted over time based on their experience. Therefore, adjusted expectations are crucial that can be used to predict repeat purchase behavior. This theory is in accordance with the research of Lin and Lekhawipat (2014), which proves that adjusted expectations have an effect on online repurchase intention of online shop users in Taiwan. The research of Lin and Lekhawipat (2016) also proves that adjusted expectations have an effect on online repurchase intention on students in Taiwan who make online purchases.

Based on previous research, research objectives and the theoretical basis proposed in the study, the following hypotheses can be formulated:

H1: Online shopping experience has an effect on customer satisfaction.

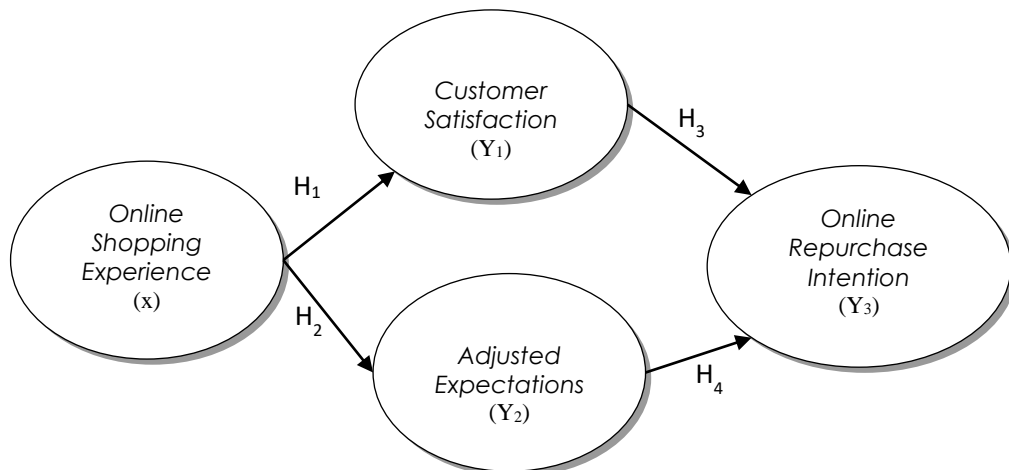
H2: Online shopping experience has an effect on adjusted expectations.

H3: Customer satisfaction has an effect on online repurchase intention.

H4: Adjusted expectations have an effect on online repurchase intention.

2.5 Research Model

Based on the problem formulation, research objectives, theoretical basis and hypothesis development, the research model that can be built is as follows:



Source: Lin and Lekhawipat (2014)

Figure 1. Research Model

III. Research Methods

The type of research used in this research is causal research. Causal research is research where the independent variable has occurred when the researcher begins by observing the dependent variable in a study. So this study examines the effect of online shopping experience on customer satisfaction, online shopping experience on adjusted expectations, and customer satisfaction on online repurchase intention and adjusted expectations on online repurchase intention.

Operational definitions in this study are as follows:

1. Online shopping experience (X) is a series of interactions between consumers and online stores when shopping online (Izogo and Jayawerdhana, 2018).
2. Customer satisfaction (Y1) is a person's feeling of pleasure or disappointment that arises after comparing his perception or impression of the performance of a product and his expectations (Kotler and Keller, 2016:153).
3. Adjusted expectations (Y2) are consumer beliefs before trying or buying a product, which is used as a standard or reference in assessing the performance of the product (Tjiptono and Chandra, 2012: 186).
4. Online repurchase intention (Y3) is the willingness of consumers to maintain a relationship with a store or brand and repurchase the product in the future (Lin and Lekhawipat, (2016)).

In this study, the measurement scale used is an interval scale, which is a scale that has all the characteristics possessed by a nominal scale (classification) and an ordinal scale (order) and is also sorted according to the same distance between categories (equal intervals).

IV. Results and Discussion

4.1 Characteristics of Respondents

In this study, the respondents were 150 Tokopedia consumers in Surabaya, which were divided into several characteristics according to age, gender, last education, occupation, and frequency of purchase. To see clearly the description of each characteristic of the 150 respondents is described as follows: Based on the frequency of purchases, respondents with a purchase frequency of 2 times are the dominant respondents with a total of 80 people or 53%. According to age, the dominant respondents are aged between 17-25 years with a total of 72 people or 48%. According to gender, the majority of respondents were male respondents with a total of 90 people or 60%. For the level of education, respondents with an undergraduate education level of 66 people or 44% are the most dominant. Meanwhile, according to occupation, respondents with student work are the dominant respondents with a total of 71 people or 47%.

4.2 Validity and Reliability Test (Outer Model)

The analysis of the outer model is related to testing the validity and reliability of the indicators of the research variables. Validity relates to whether an indicator measures what it is supposed to measure. Path analysis with Partial Least Square (PLS) does not assume a certain distribution for parameter estimation, parametric techniques are not needed. The reliability is the consistency of a measurement. High reliability indicates that the indicators have high consistency in measuring the variable construct. In PLS reliability is evaluated through Composite Reliability and Cronbach Alpha for block indicators.

a. Validity

In PLS the validity test is measured through convergent validity. Convergent validity is assessed based on the correlation between the item scores (component score) and the construct score. According to Ghozali (2018:25), the validity measure is considered to meet the valid criteria if the indicator has a minimum loading value of 0.7. The indicator is considered valid if the minimum loading factor value is 0.7. The results of the convergent validity analysis show that all loading factors for each variable indicator have a value greater than 0.7. This shows that all indicators of the research variables have met the convergent validity criteria.

b. Reliability

Composite reliability indicator blocks that measure a construct can be evaluated by measuring internal consistency. Internal consistency is a closer approximation with the assumption that parameter estimates are accurate. If the composite reliability value is above 0.70, it can be said that the construct is declared reliable (Ghozali, 2008:43). In addition, reliability can also be tested with the Cronbach Alpha value. If the Cronbach Alpha value is above 0.70, it can be said that the variable has good reliability. The results of the analysis show that the Composite Reliability and Cronbach Alpha values for each online shopping experience (X), customer satisfaction (Y1), adjusted expectations (Y2), and online repurchase intention (Y3) variables show values above 0.70, so it can be stated that the construct of each variable has good reliability.

4.3 Model Analysis and Hypothesis Testing

a. Collinearity Test

Before evaluating the results of the structural model, it is necessary to first test the collinearity of the structural model. This is because the estimated path coefficient on the endogenous latent variables predicted by the predictor construct in the structural model is based on OLS (Ordinary Least Squares) regression (Hair et al., 2014). As in multiple regression, there is a possibility of bias in the path coefficient if there is a significant level of collinearity between the predictor constructs in the estimation. To assess collinearity, it can be seen from the tolerance value or VIF. If the tolerance value is below 0.20 or the VIF value is above 5.00, then there is an indication of collinearity.

b. Structural Model

Testing the significance of the path coefficient can be done by comparing the value of t statistics with the value of t table at a significance level of 5%, which is 1.96. If the value of t statistics is greater than the value of t table 1.96, then the path coefficient is considered to have a significant effect. The test results can be seen in Table 1.

Table 1. Test Results of the Significance of Path Coefficient Structural Model

	<i>path coefficient</i>	<i>t statistics</i>	Keterangan
X → Y ₁	0.5294	10.4847	Sig.
X → Y ₂	0.5060	6.9694	Sig.
Y ₁ → Y ₃	0.4781	8.7018	Sig.
Y ₂ → Y ₃	0.3628	5.9404	Sig.

Testing the significance of the path coefficient through the t statistic test shows the following results:

1. Based on the results of the analysis, it can be seen that the path coefficient value of the influence of online shopping experience (X) on customer satisfaction (Y1) is positive at 0.5294, with a t statistics value of $10.4847 > t$ table value of 1.96. Shows that online shopping experience (X) has a significant positive effect on customer satisfaction (Y1).
2. The path coefficient value of the influence of online shopping experience (X) on adjusted expectations (Y2) is positive at 0.5060, with t statistics value of $6.9694 > t$ table value of 1.96. Shows that online shopping experience (X) has a significant positive effect on adjusted expectations (Y2).
3. The path coefficient value of the influence of customer satisfaction (Y1) on online repurchase intention (Y3) is positive at 0.4781, with a t-statistics value of $8.7018 > t$ -table value of 1.96. Shows that customer satisfaction (Y1) has a significant positive effect on online repurchase intention (Y3).
4. The path coefficient value of the effect of adjusted expectations (Y2) on online repurchase intention (Y3) is positive at 0.3628, with a t-statistics value of $5.9404 > t$ -table value of 1.96. Shows that adjusted expectations (Y2) have a significant positive effect on online repurchase intention (Y3). The results of the analysis of the structural model or inner model using the PLS method can be seen in Figure 2.

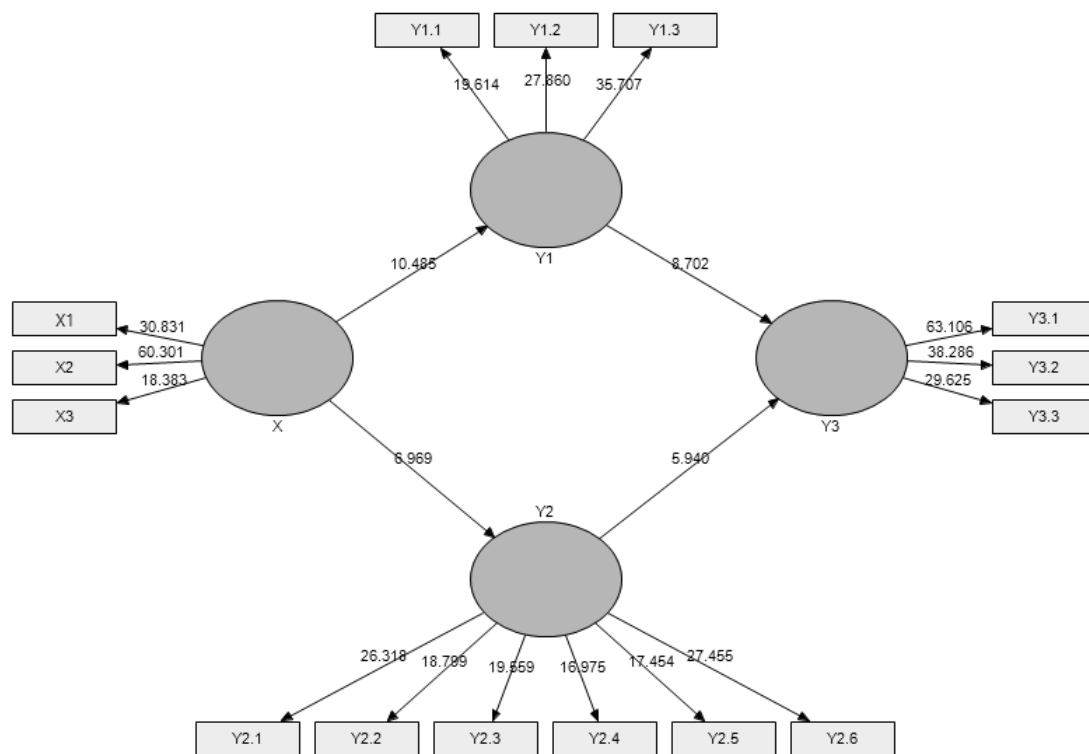


Figure 2. Results of Inner Model Analysis

To evaluate the structural model, the coefficient of determination (R^2) is used. This coefficient is a measure of the predictive accuracy of the model (Hair et al., 2014). The coefficient of determination represents the effect of the combination of exogenous latent variables on endogenous latent variables. This coefficient also represents the magnitude of the variance in the endogenous construct which can be explained through all the exogenous constructs that influence it. The value of R^2 ranges from 0 to 1, where a higher value indicates a higher level of predictive accuracy. The value of R Square for each endogenous construct can be seen in Table 6.

Table 2. Coefficient of Determination Value or R Square (R²) and Stone-Geisser (Q²)

Endogen Variable	R ² Value	Q ² Value
<i>Customer Satisfaction (Y₁)</i>	0.2803	0.1898
<i>Adjusted Expectations (Y₂)</i>	0.2560	0.1446
<i>Online Repurchase Intention (Y₃)</i>	0.4212	0.3042

Based on Table 2 it can be explained that:

1. The effect of online shopping experience (X) on customer satisfaction (Y₁) shows an R-Square value of 0.2803, which can be interpreted that the variability of the customer satisfaction construct (Y₁) which can be explained by online shopping experience (X) is 28, 03%, while the remaining 71.97% is still explained by other variables not examined.
2. The effect of online shopping experience (X) on adjusted expectations (Y₂) shows an R-Square value of 0.2560, which can be interpreted that the variability of the adjusted expectations (Y₂) construct that can be explained by online shopping experience (X) is 25, 60%, while the remaining 74.40% is still explained by other variables not examined.
3. The effect of customer satisfaction (Y₁) and adjusted expectations (Y₂) on online repurchase intention (Y₃) shows an R-Square value of 0.4212, which can be interpreted that the variability of the online repurchase intention construct (Y₃) which can be explained by customer satisfaction (Y₁) and adjusted expectations (Y₂) are 42.12%, while the remaining 74.40% is still explained by other variables not examined.

The results of the analysis of the coefficient of determination (R²) for exogenous variables included in the model and excluded from the model are detailed in Table 3.

Table 3. Analysis of R² and Q² Values on Exogenous Variables Included in the Model and Excluded from the Model

Variable	<i>Online Repurchase Intention (Y₃)</i>			
	R ² Included	R ² Excluded	Q ² Included	Q ² Excluded
<i>Customer Satisfaction (Y₁)</i>	0.4212	0.2044	0.3042	0.1471
<i>Adjusted Expectations (Y₂)</i>	0.4212	0.2988	0.3042	0.2988

The results of the calculation of the value of f² effect size for each exogenous variable to endogenous variables can be seen clearly in Table 4.

Table 4. Calculation Results of f² Effect Size and q² Effect Size

Variable	<i>Online Repurchase Intention (Y₃)</i>	
	f ² Effect Size	q ² Effect Size
<i>Customer Satisfaction (Y₁)</i>	0.3746	0.2258
<i>Adjusted Expectations (Y₂)</i>	0.2115	0.0078

Based on Table 4, it is explained that for the endogenous variable online repurchase intention (Y₃), each variable customer satisfaction (Y₁) and adjusted expectations (Y₂) can explain the f² effect size of 0.3746 and 0.2115, respectively. According to Hair et al. (2014), f² values are 0.02, respectively; 0.15; and 0.35 represents the small, medium and large effect of a variable. So it can be concluded that the effect of customer satisfaction (Y₁) on online repurchase intention (Y₃) has a large effect size, because it has a value above 0.35. The effect of adjusted expectations (Y₂) on online repurchase intention (Y₃) has a moderate effect size, because it has a value between 0.15 and 0.35. The variable with the highest influence on online repurchase intention (Y₃) is customer satisfaction (Y₁) and

the lowest effect is adjusted expectations (Y2). It has similarities with the f2 effect size approach to assessing R2.

Based on Table 4. it can be explained that for the endogenous variable online repurchase intention (Y3), each variable customer satisfaction (Y1) and adjusted expectations (Y2) has a q2 effect size predictive relevance of 0.2258 and 0.0078, respectively. . Same as f2 effect size, the value of q2 effect size is 0.02, respectively; 0.15; and 0.35 represents the small, medium and large predictive relevance of a variable to endogenous variables. So it can be concluded that each customer satisfaction variable (Y1) has an effect size of moderate predictive relevance to online repurchase intention (Y3) because it has a value that is between 0.15 to 0.35. The adjusted expectations variable (Y2) has a very small effect size of predictive relevance to online repurchase intention (Y3) because it has a value smaller than 0.02. The variable that has the highest predictive relevance is customer satisfaction (Y1) and the lowest is adjusted expectations (Y2).

4.4 Hypothesis Test

The first hypothesis states that online shopping experience has an effect on customer satisfaction. Based on the results of the analysis, it can be seen that the path coefficient is positive with a t-statistic value of 10.4847 > the t-table value of 1.96, this indicates that the online shopping experience (X) has a significant positive effect on customer satisfaction (Y1). Therefore, the first hypothesis which states that online shopping experience has an effect on customer satisfaction is accepted.

The second hypothesis states that online shopping experience has an effect on adjusted expectations. Based on the results of the analysis, it can be seen that the path coefficient is positive with a statistical t value of 6.9694 > t table value of 1.96, this indicates that online shopping experience (X) has a significant positive effect on adjusted expectations (Y2). Therefore, the second hypothesis which states that online shopping experience has an effect on adjusted expectations, is accepted.

The third hypothesis states that customer satisfaction has an effect on online repurchase intention. Based on the results of the analysis, it can be seen that the path coefficient is positive with a statistical t value of 8.7018 > t table value of 1.96, this indicates that customer satisfaction (Y1) has a significant positive effect on online repurchase intention (Y3). Therefore, the third hypothesis which states that customer satisfaction has an effect on online repurchase intention is accepted.

The fourth hypothesis states that adjusted expectations have an effect on online repurchase intention. Based on the analysis results, it can be seen that the path coefficient is positive with a statistical t value of 5.9404 > t table value of 1.96, this indicates that adjusted expectations (Y2) have a significant positive effect on online repurchase intention (Y3). Therefore, the fourth hypothesis which states that adjusted expectations have an effect on online repurchase intention is accepted.

4.5 Discussion

The results showed that the online shopping experience had a significant positive effect on customer satisfaction. This shows that a more positive consumer shopping experience will increase consumer satisfaction. Online shopping experience refers to matters relating to product information, forms of payment, delivery terms, services offered, shopping risks, privacy, security, personalization, visual appeal, navigation, entertainment and enjoyment. Online shopping experience is also related to consumer experience in using shopping sites, convenience of using the site and ease of use of shopping sites. Consumer consumption experience will affect consumer evaluation of an online shopping site, this is

closely related to the development of feelings of satisfaction or dissatisfaction with the shopping experience obtained. If consumers feel a positive shopping experience, consumers will feel satisfaction. They will feel happy shopping on these shopping sites and voluntarily share their shopping experiences with others. A positive shopping experience will form a positive consumer perception of the shopping site. Consumers feel a pleasant shopping experience and are satisfied with the purchases they make on the shopping site. Therefore, a positive online shopping experience will make consumers feel satisfied.

The results of this study are consistent with the research of Lin and Lekhawipat (2014) and Foster (2017) which state that online shopping experience has an effect on customer satisfaction for online store users in Taiwan. The better online shopping experience will create consumer satisfaction so that consumers are interested in buying back on the site. The results also show that online shopping experience has a significant positive effect on adjusted expectations. This shows that a positive shopping experience on a shopping site will cause consumers to have higher expectations of the shopping site. Consumers who feel a pleasant feeling when shopping at a shopping site will make consumers willing to visit the shopping site again. Because the more often consumers visit these shopping sites and experience positive shopping experiences, the expectations or expectations of consumers will be higher in the future on these shopping sites. Because this is cumulative, the frequency with which consumers visit and shop will increase expectations for adjustment.

The results of the study are not in line with the research of Lin and Lekhawipat (2014) because online shopping experience is not proven to have a significant effect on adjusted expectations of online shop users in Taiwan. However, in line with the research of Theresia and Wardana (2019) that online shopping experience has an effect on adjusted expectations for Traveloka consumers who live in Badung Regency and Denpasar City. A more positive shopping experience will be able to form higher consumer expectations of shopping sites in the future. The results showed that customer satisfaction had a significant positive effect on online repurchase intention. So, if consumers feel more satisfied when shopping on online shopping sites, consumer interest in making repeat purchases will also be even greater. Satisfied consumers tend to visit and shop again at the same online shopping site. Consumers feel satisfaction after they compare their perceptions or impressions of a shopping site with the real or actual performance of the shopping site. If online shopping sites are able to meet or exceed consumer needs or expectations, consumers will feel satisfied. If it is not in line with expectations, consumers will experience disappointment and feel dissatisfied. Satisfaction will form consumer confidence in the online shopping site. Based on this well-formed trust, the consumer's desire to make repeat purchases will occur. Therefore, consumer satisfaction can have a positive impact on consumers' repurchase intentions. Satisfied consumers tend to increase their purchases and their nature can be repeated in the long term. The results of the study are consistent with the research of Lin and Lekhawipat (2014) and Wicaksono et al. (2019), that customer satisfaction has a positive effect on online repurchase intention on online store users in Taiwan. The more satisfied consumers are when shopping at online stores, the higher the possibility of consumers to make repeat purchases at the online store.

The results showed that adjusted expectations had a significant positive effect on online repurchase intention. That is, high consumer expectations for an online shopping site will make consumers interested in making repeat purchases on the shopping site. Adjusted expectations are consumer expectations of the benefits of online shopping sites, whether in accordance with reality or not. Consumer expectations also show consumer confidence before trying or buying on an online shopping site, which is used as a standard

or reference for consumers to assess the performance of the online shopping site. When consumers get the fact that when shopping on online shopping sites is in line with their expectations, consumers will maintain the shopping site to make repurchases, thus creating a loyal attitude of consumers towards the online shopping site. So if the greater the consumer's expectations can be met by a shopping site, the higher the interest in making repeat purchases on the shopping site. The higher the consumer's expectation, the better the consumer's expectation of the shopping site. This expectation will strengthen the intention to repurchase, because consumers feel higher pleasure over time when doing their shopping activities. Therefore, adjusted expectations will play an important role in predicting consumer behavior in making repeat purchases. The results of this study are in line with the research of Lin and Lekhawipat (2014) that adjusted expectations have an effect on online repurchase intention of online shop users in Taiwan. Lin and Lekhawipat (2016) also show the same conclusion that adjusted expectations have an effect on online repurchase intention of students in Taiwan who make online purchases.

V. Conclusion

Based on the results of the analysis that has been done, it can be concluded that:

Online shopping experience has a significant positive effect on customer satisfaction for consumers who shop at Tokopedia. That is, the more positive the shopping experience felt by consumers, the consumers will feel higher satisfaction when shopping at Tokopedia. This is because the consumer's consumption experience will affect the consumer's evaluation which is closely related to the development of feelings of satisfaction or dissatisfaction with the shopping experience obtained. A positive shopping experience will form a positive consumer perception of online shopping sites. Online shopping experience has a significant positive effect on adjusted expectations of consumers who shop at Tokopedia. That is, the more positive the shopping experience felt by consumers, the consumers will have higher expectations when shopping at Tokopedia. This is because the more often consumers visit shopping sites and experience positive shopping experiences, the expectations or expectations of consumers will be higher in the future on these shopping sites. Because it is accumulative, it makes expectations to be adjusted higher. Customer satisfaction has a significant positive effect on online repurchase intention on consumers who shop at Tokopedia. This means that the higher the satisfaction felt by consumers, the stronger the consumer's desire to shop again at Tokopedia. This is because satisfaction will form good consumer confidence in the online shopping site, so that it can have a positive impact on consumers' repurchase intentions. Adjusted expectations have a significant positive effect on online repurchase intention of consumers who shop at Tokopedia. That is, the higher consumer expectations for Tokopedia, the consumer's desire to shop again at Tokopedia will also be stronger. This is because the higher consumer expectations, the better consumer expectations for shopping sites, so that it will strengthen the intention to repurchase, because consumers feel higher pleasure over time when doing shopping activities.

References

- Baskara, I.M.A. dan Sukaadmadja, I.P.G. (2016). Pengaruh Online Trust Dan Perceived Enjoyment Terhadap Online Shopping Satisfaction Dan Repurchase Intention Lazada Indonesia. *E-Jurnal Manajemen Unud*, Vol. 5(11): 7214-7244.
- Foster, B. (2017). Pengaruh Pengalaman Belanja Online Produk Fashion terhadap Kepuasan dan Niat Beli Ulang Pelanggan Zalora serta Berrybenka. *Kontigensi*, Vol. 5(1): 68 - 76
- _____ (2018). *Structural Equation Modeling Metode Alternatif dengan Partial Least Square*. Edisi 4. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, J.F., Hult, G.T.M., Ringle, C.M., and Sarstedt, M. (2014). *A Primer On Partial Least Squares Structural Equation Modeling (PLS-SEM)*. California: SAGE Publications, Inc.
- Handayani, R. (2015). The Effects Of The Customer's Experience On The Reputation Of Department Stores A Survey Of Department Store's Customers In Bandung. *International Journal of Economics, Commerce and Management*, Vol III(6): 116-127.
- Handayani, N.U. dan Aprilia, Z. (2015). Pengaruh Customer Experience Terhadap Purchase Intention Pada Kfc Semarang. *Seminar Nasional IENACO*: 557-567.
- Izogo, E.E. and Jayawerdhana, C. (2018). Online Shopping Experience in an Emerging E-Retailing Market: Towards a Conceptual Model. *Journal of Consumer Behavior*, Vol. 7(1):1-14.
- Kotler, P. and Keller, K.L. (2016). *Marketing Managemen*. 15th Edition. New Jersey: Pearson Education, Inc.
- Lagita, L. dan Briliana, V. (2018). Pengaruh Customer Satisfaction, Adjusted Expectation, Perceived Value, Dan Perceived Usefullness Terhadap Online Repurchase Intention Pada Pelanggan Lazada. *Jurnal Wira Ekonomi Mikroskil*, Vol. 8(1), April: 37-48.
- Lin, C. and Lekhawipat, W. (2014). Factors Affecting Online Repurchase Intention. *Industrial Management & Data Systems*, Vol. 114 No. 4: 597-611.
- _____ (2016). How Customer Expectations Become Adjusted After Purchase. *International Journal of Electronic Commerce*, Vol. 20(4): 443-469.
- Norhermaya, Y.A. dan Soesanto, H. (2016). Analisis Pengaruh Kepuasan Pelanggan Terhadap Kepercayaan Dan Loyalitas Pelanggan Untuk Meningkatkan Minat Beli Ulang (Studi Pada Online Store Lazada.co.id). *Diponegoro Journal of Management*, Vol. 5(3): 1-13.
- Nurrahmanto, P.A. dan Rahardja. (2015). Pengaruh Kemudahan Penggunaan, Kenikmatan Berbelanja, Pengalaman Berbelanja Dan Kepercayaan Konsumen Terhadap Minat Beli Konsumen Di Situs Jual Beli Online Bukalapak.Com. *Diponegoro Journal of Management*, Vol. 4(2): 1-12.
- Regina, E.S. (2018). Pengaruh Prior Online Purchase Experience dan Online Trust Terhadap Online Repurchase Intention di Online Shop Veresa. *Jurnal Teknik Pomuk Petra*, Vol. 5(2): 1-6.
- Theresia, N.M.M. dan Wardana, I.M. (2019). Pengaruh Pengalaman Belanja Online, Kepuasan Pelanggan, Dan Adjusted Expection Terhadap Niat Membeli Kembali Melalui Traveloka. *E-Jurnal Manajemen*, Vol. 8(8): 4899-4926.
- Tjiptono, F. dan Chandra, G. (2012). *Pemasaran Strategik*. Yogyakarta: Penerbit Andi.
- Tokopedia. (2019). *Kisah Kami*. Didapat dari Tokopedia <https://www.tokopedia.com/about/our-story>. Pada 15 September 2019 pukul 13:28 WIB.

Wicaksono, A.P., Rachma, N., dan Khoirul, M. (2019). Pengaruh Kepuasan Pelanggan Terhadap Minat Beli Ulang Pelanggan Di Toko Distortion Merch Malang. *E – Jurnal Riset Manajemen Prodi Manajemen*, Vol. 2(4): 130-139.